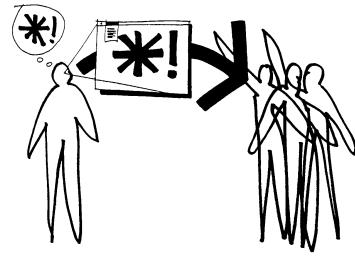


## CHAPTER 8

### PLAN SUMMARY



*“The easiest way to predict the future is to invent it.”*

Xerox Corporation Palo Alto Research Center (1970)

From April 1999 to March 2000, the *Frisco Millennium Plan* was developed during an era of unprecedented growth in Frisco. The City gained national recognition as the second-fastest growing community in the US. Growth appears inevitable for Frisco – the City’s challenge is not to grow, but how it will grow and maintain and enhance the community’s quality of life.

Time and time again during the development of the *Frisco Millennium Plan*, it was stated that the *Plan* is not a static document. The *Plan* needs to be a dynamic and flexible tool that positions Frisco to be an active partner in its own future. The above quote from Xerox’s Palo Alto Research Center is appropriate for Frisco – the best futures do not happen by accident. Rather, they are actively pursued.

The City of Frisco – its homeowners, landowners, renters, businesses, churches, and other residents and employees – should be passionate about the development of the community. They should not just expect, but demand quality growth. The future involves everyone’s interest.

### Plan Highlights

The *Frisco Millennium Plan* was developed in a logical sequence of tasks:

- A series of goals and objectives were developed (Chapter 2) based on extensive interviews and public participation. The Frisco City Council adopted those goals and objectives in September 1999.
- The existing conditions of the City (as of mid-1999) were analyzed to determine areas of developmental opportunities and constraints (Chapter 3). This analysis was performed to present an objective view regarding the City’s potential for future growth. It determined that there were relatively few *in situ* constraints to growth.

*The Plan needs to be a dynamic and flexible tool that positions Frisco to be an active partner in its own future.*



- A series of conceptual development scenarios were presented to test various concepts for future growth (Chapter 4). This process resulted in some “outside the box” thinking for Frisco’s future, involving such potentials as light-rail transit.
- From the draft scenarios, draft land use and thoroughfare plans were concurrently developed. The Land Use Plan component (Chapter 5) developed an extensive analysis for existing and future development. One of the key principles in the development of the new land use pattern was to ensure the preservation and protection of existing and future residential neighborhoods.
- Land is prohibited from developing without proper access. The Thoroughfare Plan component (Chapter 6) identified various roadway types to serve adjacent land uses, as well as convey traffic within and through the City.
- Recognizing that the *Frisco Millennium Plan* is more than land use and roadways, a series of guiding principles were proposed (Chapter 7) to present emerging developmental and societal trends and to determine what follow-up steps the City should undertake in the future.

The *Frisco Millennium Plan* promotes a balanced growth philosophy. While the City is projected to be mainly a residential area, it requires supporting non-residential uses, including retail, office, and industrial, to make Frisco a complete city:

- Retail is generally kept at Major Thoroughfare intersections, or along the Preston Road corridor (El Dorado to SH 121).
- Office is predominantly along the Dallas North Tollway corridor, with other developments scattered along major thoroughfares.
- Industrial is concentrated along US Highway 380 to promote improved truck access.
- Public and semi-public uses – including schools, churches, parks, and other similar uses – are placed close to residential areas to promote pedestrian access and minimize the need to cross major thoroughfares.
- Major Thoroughfares follow a general grid pattern, spaced approximately 1 to 1½ miles apart. These Major Thoroughfares help to define existing and future neighborhoods.
- The Plan does not attempt to determine the appropriate location of Collector and Residential Streets. Rather, certain performance standards are suggested to help developers in the future alignment of these roadways.
- This point cannot be emphasized enough – **the *Frisco Millennium Plan* does not change any existing zoning.** Owners of undeveloped tracts of land have been keenly interested in the development of the *Frisco Millennium Plan* with regards to their individual development concepts. Where the *Plan* and the development concepts are in concurrence, there are no outstanding issues. If a zoning change is requested by a landowner which is not consistent with the *Frisco Millennium Plan* and/or the Frisco Zoning Ordinance, the City and the landowner should entertain new development concepts that are reasonable for both the landowner and the City. This will involve a proactive and positive approach.



## Minor Plan Updates

As a dynamic and flexible document, the *Frisco Millennium Plan* will be changing as necessary to reflect new developmental proposals and new trends in City growth.

There is no standard timetable for when updates to the *Frisco Millennium Plan* are necessary. City staff should use its own discretion regarding how often the *Plan* document and map are revised. The frequency of development will drive this need. Regardless of the timeframe involved, City staff should be capable of revising the *Frisco Millennium Plan* to reflect minor updates and changes.

## Major Plan Updates

Plans have a certain lifespan, based on several factors – how fast the City grows, how often the *Plan* is revised, and if there are new development concepts not anticipated in the original *Plan*. As needed, the *Frisco Millennium Plan* will undoubtedly require a major revision. Based upon the degree of the update, this may also be accomplished by in-house staff. The City may also desire the assistance of professional planning consultants to prepare this update. Regardless of how it is accomplished, a major plan update should be less involved and less costly than a completely new *Plan*.

Keeping the *Frisco Millennium Plan* updated will ultimately save the City money, maintain the *Plan* as a valid growth tool, and enhance the City's role as an active participant in its own future.

## Future Technologies

The *Frisco Millennium Plan* embraces technology as one of the key influences that will shape the future of the City. Technology will also change how the City plans and how it delivers information:

- **Geographic Information System**

GIS – a geographic information system – is essentially a relational database linked to an electronic map. It is an “open architecture” system that can be as simple or as complex as the user's desire. The City is currently developing their GIS base system. In the future, it is conceivable that the GIS data will be available online. Users will be able to find out detailed information about all tracts of land in the City, both developed and undeveloped. It is very likely that the next major update to the *Frisco Millennium Plan* will be done on a GIS map. Therefore, the electronic map delivered to the City as part of this project has been designed for use in a future GIS application.



- **Web-Based Comprehensive Plans**

Most community master plans – including the *Frisco Millennium Plan* – are developed using computer-based technology. This *Plan* was word-processed, scanned, electronically drawn, and digitally presented. Most of the *Plan* recommendations were posted on the City's Internet homepage. In future iterations, the *Frisco Millennium Plan* may have limited publication, favoring a Web-based document. The advantage is that a Web-based document may be updated quickly and inexpensively, and there are no costly publication expenses for books and maps. However, since computers are not a "universal appliance" at this time, it is anticipated that future iterations of the *Frisco Millennium Plan* will incorporate both traditional hard-copy publishing and Web-based availability.

- **Disk-Based Comprehensive Plans**

In the same method that a plan may be based on a community's Web site, plans may also be available for distribution on electronic disk. Disk technology continues to improve, with the current wide availability of recordable CD-ROM disks (650 MB capacity). In 2000, recordable DVD-ROM disks will be brought to the market with a capacity of approximately 6 GB. In the not-too-distant future, a higher-density DVD-ROM disk will be available with a 17 GB capacity. This will allow the inclusion of more detailed information, including video clips, photographs, digital visualizations, etc. In future iterations, the *Frisco Millennium Plan* may have a limited hardcopy publication, but also be available on some format of disk-based technology. Disk publication will also be much less expensive than paper documents, and can be a truly multimedia format.

- **Electronic Town Hall Meetings**

As video telecommunications technology continues to improve and come down in price, the City will be able to foster public input in a much more efficient manner. Public meetings will be able to be conducted at just about any time, and "attendance" can be from any appropriate terminal (computer or videophone) anywhere in the world. The *Frisco Millennium Plan* took the first few small steps in the process – every presentation and public meeting was videotaped and cablecast on the City's public access cable channel. Videotapes were also available for individual viewing on loan from the City. Information was distributed via a biweekly electronic newsletter, with each issue being sent to hundreds of recipients. As technology continues to improve, public involvement should be enhanced.

## Closing Remarks

The process of developing the *Frisco Millennium Plan* was designed to be as open as possible. Draft information (goals and objectives, existing conditions, etc.) was extensively discussed by CPAC and in public meetings. The *Plan*, including concepts and draft versions, were literally created in front of the public. City staff and consultants met extensively with numerous property owners to discuss their specific ideas and comments.



## Chapter 8

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The *Frisco Millennium Plan* is one of the most broad-based, democratically-developed documents in the City's history. It balances the desires of specific property owners with the goals and visions of the City at-large. Anyone that believes otherwise chose to not take part in the nearly year-long open process.

It probably goes without saying, but the *Frisco Millennium Plan* is not a perfect document. It is a general guide to growth. It was never intended to be a detailed development plan for every square inch of land. It is intended to help City staff, the Planning & Zoning Commission, and the City Council in their respective decision-making processes regarding new developments.

The City should be ready to adjust the *Frisco Millennium Plan* as needed to adapt to new development types, new economic influences, and new challenges faced by the City as it matures.

The *Frisco Millennium Plan* could not have been developed without the tireless efforts of the Frisco City staff, the members of the Comprehensive Plan Advisory Committee, the Frisco Planning & Zoning Commissioners, and the Frisco City Council members. The names of these individuals appear on the "Acknowledgment" page at the beginning of this document. Every one of these individuals deserves the thanks of the citizens of Frisco for a job well-done.

This Chapter began with a quote from Xerox's Palo Alto Research Center (the facility where the original graphical-user interface – *Windows* – was developed). It now seems appropriate to close this Chapter and the *Frisco Millennium Plan* with a Latin term that may be applied to Frisco:

*"Non in Cantus Futuri"*

(not unmindful of the future)

